

Message Text

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PAGE 01 STOCKH 03298 100718Z

14

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 /020 W
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R 100545Z JUL 75

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 5081

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 3298

FOR BIC/OIM/PROGDEV/MRD

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: PTR NO. 3: MEDIA - USA

REF: A-248

1. FOLLOWING COMMENTS MADE ON BASIS INTERVIEWS CONDUCTED
THUS FAR (14 OF CATEGORIES SPECIFIED REF INSTRUCTIONS).
2. MEDIA COULD BE INTRIGUING AND UPBEAT THEME - TITLE
SUGGESTED IS "SIGHT/WORD/SOUND/USA." (FYI - 50 SWEDES
PLANNING TO ATTEND VIDEO EXPO IN NEW YORK IN OCTOBER).
3. TRADE CENTER EVENT SHOULD INCLUDE BOOK SECTION UTILIZING
LOCAL ENGLISH BOOK DISTRIBUTORS AND ALSO PERTINENT USIS
THEMATIC DISPLAYS, E.G. BICENTENNIAL, ENVIRONMENT.
4. PROMOTION OF FULL ASSORTMENT U.S. TRADE AND SPECIALTY
JOURNALS SHOULD BE RELATED SECTION.
5. APPROX. HALF OF PARTICIPANT BOOTHS SHOULD SHOW AUDIO-
VISUAL HARDWARE INCLUDING HIFI/STEREO.
6. TRADE CENTER THEATRE ON LOWER FLOOR COULD RUN SCHEDULE OF
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PAGE 02 STOCKH 03298 100718Z

FILMS AND VIDEO TAPES/DISCS ON LIMITED SCALE.

7. MUCH U.S. MEDIA IS ALREADY COMMONPLACE IN SWEDEN, I.E. MOTION PICTURES, MUSIC, TELEVISION SERIALS, SERIOUS AND POPULAR LITERATURE. THIS SHOW MUST HAVE UNIQUENESS TO BE PROMOTED EFFECTIVELY. FOR EXAMPLE CENTER OF EXHIBITION AREA COULD BE DEVOTED TO CONTINUOUS-RUNNING MULTI-MEDIA PRESENTATION. THIS OF COURSE COULD NOT BE PRODUCED WITHIN NORMAL TRADE CENTER BUDGET, TIME AND PERSONNEL CONSTRAINTS. HOWEVER BIC/OIM MIGHT RECRUIT U.S. MEDIA COMPANY/CONSULTANT (SUCH AS CARIBINER INC. OF NEW YORK) TO PRODUCE TOTAL MEDIA MODULE FOR USE AT SEVERAL EXHIBITIONS. OR PRODUCTION MIGHT BE COORDINATED WITH USIA/WASHINGTON.

8. WITH SPECIAL ATTRACTION AS ABOVE, THEME WOULD BE INTERESTING AND PROMOTABLE. HOWEVER QUESTION STILL REMAINS RE. FINANCIAL VIABILITY OF SHOW. SPECIAL CRITERIA WOULD HAVE TO BE AGREED BETWEEN STC AND USDOC IN EARLY PLANNING STAGE. EVALUATION TOOLS OTHER THAN PRODUCT SALES MUST BE DEvised; ESPECIALLY SINCE A MAJOR END-USER LIKE GOVERNMENT EDUCATION MINISTRY NOT NORMALLY ABLE TO MAKE SIGNIFICANT PURCHASE DECISIONS WITHIN SHORT-TERM TIME FRAME.

9. MEDIA THEME IS POSSIBILITY WORTH CONSIDERING BUT FULL FEASIBILITY RESEARCH NECESSARY BEFORE SERIOUS PLANNING CAN OCCUR. DEPARTMENT'S ASSISTANCE IN RECRUITING RELEVANT M-1'S IN INTERVENING PERIOD COULD PROVIDE VALUABLE EXPERIENCE FOR TRADE CENTER AS AID IN EVALUATION PROCESS.

10. REPORT OF FULL RANGE OF INTERVIEWS THIS PTR WILL BE SUBMITTED BY AIRGRAM IN SEPTEMBER.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 JUL 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STOCKH03298
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750238-0216
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750767/aaaachyv.tel
Line Count: 91
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 A-248
Review Action: RELEASED, APPROVED
Review Authority: SmithRJ
Review Comment: n/a
Review Content Flags:
Review Date: 06 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 MAR 2003 by ThomasVJ>; APPROVED <18 MAR 2004 by SmithRJ>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: PTR NO. 3: MEDIA - USA
TAGS: BEXP, SW
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006